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Morgan Stanley

PRIVATE WEALTH MANAGEMENT

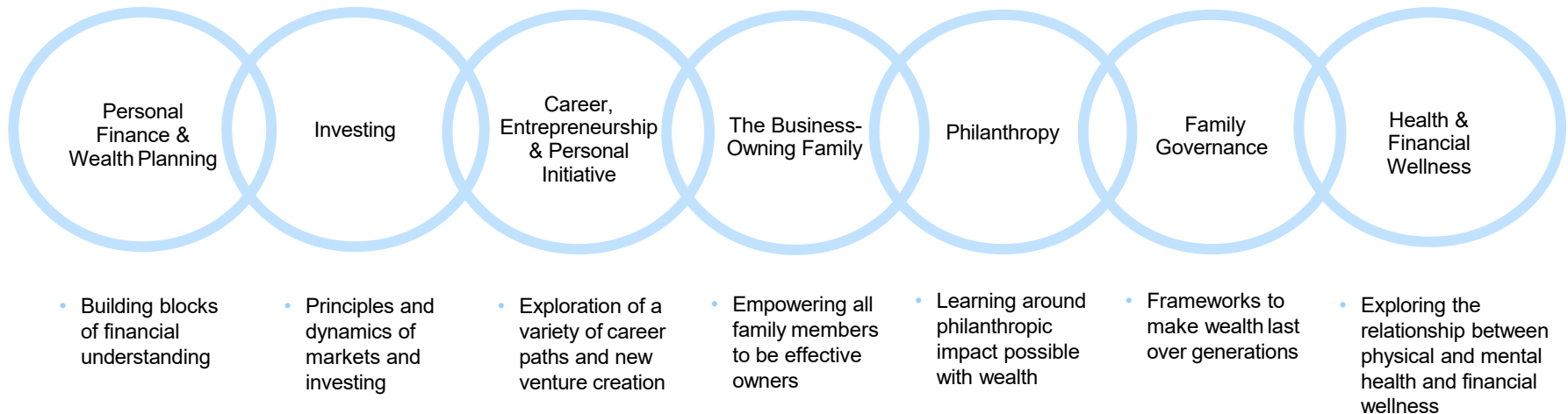
Wealth Education Development Plan

Family Governance & Wealth Education

CRC 4103555 12/2024

Family Wealth Education

The Family Governance & Wealth Education group helps ultra high net worth families strive to maximize the value of their human capital by driving family wealth education, making it more likely that all members of the family will have the foundation they need to lead meaningful, fulfilled and engaged lives.



Family Wealth Education Curriculum

The content includes subject matter that family members must understand if they are to manage generational wealth and become effective stewards.

PERSONAL FINANCE – Building blocks of financial education that provide a foundational understanding. These concepts provide a basis for learning about more complex financial ideas and instruments.

Goal Setting • Financial Planning • Saving • Credit and Debt • Taxes • Risk Management & Cybersecurity • Home Buying • Wealth Transfer & Estate Planning

INVESTING – Learning about markets and investing, as well as risk, which is critical throughout financial management. Emphasis on understanding what an “investment” means in all areas of life. Given the need for smart investing in wealth management, greater proficiency matters.

Working With a Financial Advisor • Market Dynamics • Asset Classes • Asset Allocation • Risk and Return • Diversification

CAREER, ENTREPRENEURSHIP & PERSONAL INITIATIVE – Articulating your value, acknowledging strengths and weaknesses, discovering what you love to do, and pursuing educational and personal development. Financial learning occurs with the exploration of income potential and maximization, and salary negotiation coaching. Entrepreneurship learning helps the younger generation understand the challenges, risks, and courage that new business development entails, and how hard earlier generations worked to create family wealth.

Self-Assessment • Skills and Interests • Educational Development • Career Paths • Salary Negotiations • Entrepreneurial Process

FAMILY BUSINESS OWNERSHIP – Provides information for business-owning families that will help them become more effective owners. Learning about business in general and the family’s business in particular.

Business Management • Communication • Conflict Resolution • Performance Evaluation

PHILANTHROPY – Applies financial learning to enhancing the family’s philanthropic impact. Philanthropy is an area of interest and engagement for younger generations, and provides another powerful and compelling context for learning about financial management.

Philanthropic Mission • Impactful Grant-making • Trends in Modern Philanthropy • Philanthropic Vehicles

FAMILY GOVERNANCE – Rooted in the family’s unique circumstances, and tailored to the family governance advice provided to the family.

Articulating and Aligning Values • Managing Family Conflict • Stewardship • Communication • Decision-making • How to Be a Trust Beneficiary

HEALTH & FINANCIAL WELLNESS

Promoting holistic wellness by teaching students the connection between physical and mental health and financial wellness. Emphasizes lifelong skills like managing stress, budgeting, and making informed health and financial decisions.

Health and Wellness • Managing Mental Health • Financial Stress and Wellness • Navigating Insurance • Navigating Joint Finances and Communication

Family Wealth Education Strategy

The teaching strategy relies on a diverse set of methods to engage the student and promote mastery.

Assessments

- A pre-test defines learning needs and existing understanding. A post-test helps gauge knowledge acquisition.

Discussion

- Every module begins with a “why” and a “what” conversation. We explain the topic and its relevance, and provide a foundation for understanding how it fits into the wealth management whole.

Experiential Learning

- These exercises provide the opportunity to “learn by doing,” which is critical with financial learning. For adults, exercises utilize their actual financial life. For youth, we use model examples.

Workbook

- A workbook will provide textual explanation of concepts, as well as exercises to further develop mastery.

Digital

- Teaching via video conference allows for instruction over multiple sessions with opportunities to reinforce and fortify learning.

With understanding comes confidence and success in managing, growing and preserving financial and human capital

Individualized education with a variety of learning connections leads to engagement, and understanding.

Team Biography

Family Governance & Wealth Education



Charline Burgess

Executive Director

Charline Burgess is the Senior Wealth Education Specialist in Morgan Stanley's Family Governance & Wealth Education unit within Family Office Resources. In this role, she develops, coordinates, and curates financial education programs, and teaches those programs to the Firm's UHNW clients and their next generation. She has a passion for education, and has over sixteen years of experience in education instruction, curriculum and content development for a variety of platforms.

Prior to joining Morgan Stanley, Charline was a professional educator and has also worked for an education consulting firm where she focused on teacher professional development. She has been a Morgan Stanley employee since 2000, having joined the Firm in the Institutional Equities Division before becoming a Financial Advisor, then working as a Training Specialist in the Training Group and as the Branch Administrator in a Washington, D.C. branch and joined the Family Office Resources team in 2018.

Committed to local community involvement, Charline volunteers for the St Petersburg Junior League (past Chair of the Diversity, Equity, Inclusion and Belonging Committee), Girls on the Run, the Gulfport Senior Center, Gulfport Community Garden, World Central Kitchen, Red Cross and BikeMS. She is a former docent at the Stabler-Leadbeater Apothecary Museum in Alexandria, VA.

Charline graduated from the University of Florida with a Master of Education degree and a B.A. in English with a double minor in Education and Environmental Studies. Charline has presented at both national and state level education conferences as well as financial industry conferences and local community groups. She has been published in Kiplinger's and interviewed for The Family Wealth Report. Charline currently holds her FINRA Series 7, 63 and 65 securities licenses.

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Team Biography

Family Governance & Wealth Education



Glenn Kurlander

Managing Director

Glenn is the Head of Morgan Stanley's Family Governance & Wealth Education unit and has helped ultra-high net worth clients address matters of family governance, complex estate planning and wealth education for over 40 years.

Prior to joining Morgan Stanley, Glenn was a nationally recognized trusts & estates attorney, with over 18 years' experience advising wealthy families and individuals in connection with the management, protection and transfer of global wealth, including the creation of family governance systems; the succession of closely-held businesses; the management of family offices; the creation of tax-efficient transfers during life and at death; and the structuring of public and private philanthropy. Glenn was a partner of Kirkland & Ellis, where he was the head of that firm's trusts and estates group.

In addition to having founded both the Family Governance and Wealth Education services at Morgan Stanley, over his 20-year career at the Firm, at various times Glenn has also been the Head of the Wealth Planning Centers, the Business Valuation Consultants, the Lifestyle Advisory Service, Philanthropy Management, the Family Wealth Director Program and the Institute for Family Wealth Management, and was the co-Head of the Global Sports and Entertainment unit.

Glenn has written in leading professional journals and has lectured extensively on topics such as family governance, managing family conflict, the dynamics of family wealth and family offices, and has been quoted in The Wall Street Journal, The New York Times, The Atlantic, Time, Worth Magazine, and Barron's, among others. He is the editor of Insights & Outcomes, Morgan Stanley's signature magazine for ultra-high net worth clients. He is a former president of Morgan Stanley's Global Impact Funding Trust, Inc., the charity that operates the firm's donor-advised fund. Morgan Stanley was awarded the MMI/Barron's 2017 Investor Education Award for the wealth education service Glenn conceived of, developed and has led from its inception.

Glenn received his law degree, cum laude, from the Cornell University Law School in 1984, where he was an editor of the Cornell Law Review. He also holds an M.A. degree in English literature from Columbia University and is a cum laude and Phi Beta Kappa graduate of Franklin & Marshall College.

Glenn is a past president of his synagogue and is passionate about fast cars and Harley Davidsons.

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